

WCSR - Smith College WAMF - Amherst College WAIC - American International College

Fall Term - 1951
National Advertising Rate Sheet
for

PBS

THE PIONEER BROADCASTING SYSTEM

	1 Period	6 Periods	12 Periods	36 Periods
1 Hour	\$27.00	\$25.65	\$21.60	\$18.90
$\frac{1}{2}$ Hour	\$18.00	\$17.10	\$14.40	\$12.60
$\frac{1}{4}$ Hour	\$10.00	\$9.50	\$8.00	\$7.00
Discounts		5%	20%	30%

Spot Rates - Station Breaks and during music programs:
(1 minute or two $\frac{1}{2}$ minutes of advertising)

1 time - \$2.45 10 times - \$1.75 20 times - \$1.50 36 times - \$1.25

The above rates are for time charges, including facilities of the station, engineers, staff announcer, and commercial copy service. All special details such as talent charges, program lines for remote broadcasts etc. are extra.

WEEK - Smith College WASH - Amherst College WASH - American International College

Normal Advertising Rate Sheet
For

1931

THE BUREAU OF ADVERTISING SYSTEM

	1 Period	2 Periods	3 Periods	4 Periods
1 Hour	\$21.00	\$27.00	\$33.00	\$39.00
1/2 Hour	\$18.00	\$21.00	\$25.00	\$30.00
1/4 Hour	\$10.00	\$12.00	\$15.00	\$18.00
1 Minute				

Spot Rates - Station breaks and during week programs
(1 minute or two 1/2 minutes of advertising)

1 hour - \$21.00 1/2 hour - \$18.00 1/4 hour - \$10.00 30 spots - \$21.00

The above rates are for one program, including location of the station, engineer, spot number, and commercial copy service. All special details such as talent changes, program lines for remote broadcasts etc. are extra.